



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Douglas Miller Attorney Docket No.: DIGE123354 (084.1)  
 Application No.: 09/883,098 Art Unit: 2623 / Confirmation No.: 7973  
 Filed: June 14, 2001 Examiner: James R. Sheleheda  
 Title: ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN  
 INTERACTIVE TELEVISION SYSTEM

FIFTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

May 15, 2006

TO THE COMMISSIONER FOR PATENTS:

Applicant is aware of the information listed in the attached form that may be material to the prosecution of the above-identified patent application.

1. X Copies of the listed patents and non-patent literature are enclosed for the Examiner's use.
2. X Pursuant to 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being filed before the mailing date of a first Office Action after the filing of an RCE.
3. X The Commissioner is hereby authorized to charge any fees which may be required or credit any overpayment to Deposit Account No. 03-1740.

Respectfully submitted,

CHRISTENSEN O'CONNOR  
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I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed envelope as first class mail with postage thereon fully prepaid and addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the below date.

Date:

5.16.2006

KLM:sdd

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INFORMATION CITED BY APPLICANT THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION

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U.S. PATENT DOCUMENTS

| *Examiner<br>Initials | Cite<br>No. | Document No. | Kind<br>Code | Date<br>(mm/dd/yyyy) | Name            |
|-----------------------|-------------|--------------|--------------|----------------------|-----------------|
| _____                 | U10         | 4,303,937    |              | 12/01/81             | Cook            |
| _____                 | U11         | 4,331,974    |              | 05/25/82             | Cogswell et al. |
| _____                 | U12         | 4,404,589    |              | 09/13/83             | Wright Jr.      |
| _____                 | U13         | 4,630,108    |              | 12/16/86             | Gomersall       |
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| _____                 | U16         | 5,055,924    |              | 10/08/91             | Skutta          |
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| _____                 | U19         | 5,446,919    |              | 08/29/95             | Wilkins         |
| _____                 | U20         | 5,479,266    |              | 12/26/95             | Young et al.    |
| _____                 | U21         | 5,479,268    |              | 12/26/95             | Young et al.    |
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| _____                 | U24         | 5,727,060    |              | 03/10/98             | Young           |
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| _____                 | U26         | 5,833,468    |              | 11/10/98             | Guy et al.      |
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|       |     |              |    |          |                   |
|-------|-----|--------------|----|----------|-------------------|
| _____ | U30 | 5,929,850    |    | 07/27/99 | Broadwin et al.   |
| _____ | U31 | 5,940,073    |    | 08/17/99 | Klosterman et al. |
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| _____ | U34 | 5,974,222    |    | 10/26/99 | Yuen et al.       |
| _____ | U35 | 5,995,092    |    | 11/30/99 | Yuen et al.       |
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| _____ | U38 | 6,070,186    |    | 05/30/00 | Nishio            |
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| _____ | U40 | 6,160,570    |    | 12/12/00 | Sitnik            |
| _____ | U41 | 6,263,505    | B1 | 07/17/01 | Walker et al.     |
| _____ | U42 | 6,487,538    | B1 | 11/26/02 | Gupta et al.      |
| _____ | U43 | 6,546,556    | B1 | 04/08/03 | Kataoka et al.    |
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| _____ | U46 | 6,732,183    | B1 | 05/04/04 | Graham            |
| _____ | U47 | 6,937,841    | B1 | 08/30/05 | Guy et al.        |
| _____ | U48 | 6,961,954    | B1 | 11/01/05 | Maybury et al.    |
| _____ | U49 | 2002/0083439 | A1 | 06/27/03 | Eldering          |
| _____ | U50 | 2003/0005463 | A1 | 01/02/03 | Macrae et al.     |

### FOREIGN PATENT DOCUMENTS

None

### OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

| *Examiner<br>Initial | Cite<br>No. |
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\_\_\_\_\_ O3 Office Action mailed March 20, 2006, for U.S. Application No. 09/878,139,  
filed June 8, 2001, Examiner Bui.

**Examiner**

**Date Considered**

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\_\_\_\_\_  
\*Examiner: Initial if reference considered, whether or not citation is in conformance with  
M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include  
copy of this form with next communication to applicant.

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